

Construction of the Education System of Hotel Management Education under the Background of Sino-Foreign Cooperative Education

Jingfeng Jiang

Fuzhou Melbourne Polytechnic International Hospitality Department 9 Lian Rong Road, Shangjie District, Minhou County, Fuzhou, Fujian Province, P.R.C

Keywords: Sino-Foreign Cooperative Education; Hotel Management; Education and Training Level and System; Parameter Optimization Algorithm

Abstract: With the continuous progress of the economy and the rapid development of tourism, the hotel industry in China has a booming trend. The sustainable development of the hotel industry largely depends on the hotel management talents. In order to ensure the continuous supply of hotel management talents, more and more students are enrolled in the hotel management major in various schools in China, and the hotel management major has gradually realized sino-foreign cooperation in running schools. However, the quality of China's hotel management personnel is still far below the requirements of the rapid development of the hotel industry, which is largely determined by the problems of the current hotel management education training level education system. In order to ensure the improvement of the comprehensive quality of hotel management personnel, more and more scholars have studied the construction of the multi-level education system of hotel management education under the background of sino-foreign cooperative education. Based on the background of sino-foreign cooperation in running a school and on the basis of parameter optimization algorithm, this paper makes a detailed analysis of the current situation of the cultivation level education system of hotel management education and puts forward specific strategies for the construction of the cultivation level education system of hotel management education under the background of sino-foreign cooperation in running a school.

1. Introduction

With the development of China's economy and especially the development of the tourism market in recent years, China's hotel industry has shown a good momentum of development [1]. The hotel industry has a long history of development, but the hotel management major in China started late, the starting point is relatively low. Hotel management in China was formally established in 19779 by the tourism college of Shanghai. At present, the teaching of hotel management in China is relatively backward and still in a stage of exploration and experiment [2-3]. In the early 1990s, due to the initial success of reform and opening up, sino-foreign cooperation in running schools began to appear in a few developed cities in China, and then began to spread throughout the country. At present, sino-foreign cooperation in running schools has become an important way for higher education to integrate with the international community [4-5]. Sino-foreign cooperation in running schools is the inevitable result of globalization, which promotes the diversification of Chinese education and the realization of educational opening. The deepening of reform and opening up and economic globalization, especially in the context of sino-foreign cooperation in running schools, have made China's hotel industry gradually integrate with the international community, which has provided more stringent requirements for hotel management [6-7]. Therefore, China's hotel management education should also make corresponding adjustments.

At present, due to the rapid development of the tourism industry, the hotel industry, as one of the three pillars of the tourism industry, also presents a straight rise in the state of development [8]. However, with the rapid development of the hotel industry, the quality level of the hotel industry is far behind its development speed. The hardware facilities and actual software services of the hotel are in a state of disharmony, and the management talents of each hotel are in short supply. These have seriously affected the sustainable development of the hotel [9-10]. In this case, the hotel

management major of secondary school, higher vocational college and undergraduate education starts to increase the enrollment scale and the output of the hotel management major. However, no matter what kind of training level the employment rate is not optimistic [11-12]. This is mainly caused by the low educational efficiency caused by the education system of hotel management major. Therefore, in the context of sino-foreign cooperation in running schools, it is an urgent problem to be solved at present to properly construct the education system of the cultivation level of hotel management education [13]. At present, some scholars have conducted relevant researches on the education system of hotel management education, but few of them involve the special background of sino-foreign cooperative education. In this respect, there is a theoretical gap.

In order to make up for this gap theory, based on the background of chinese-foreign cooperation in running schools, on the basis of parameter optimization algorithm, the current hotel management education levels relatively detailed analysis on the current situation of education system, and puts forward under the background of chinese-foreign cooperation in running schools on the basis of hotel management education training level education system to construct the specific strategy [14-15]. On the one hand, it improves the education level of the hotel management major in China and promotes the sustainable development of the hotel industry. On the one hand, it provides a theoretical basis for the research of related aspects in the future.

2. Method

2.1 Overview of Sino-Foreign Cooperation in Hotel Management

China's hotel industry type want to enter the international. However, although the degree of foreign affairs of hotel management is relatively strong and the requirements for practical ability are relatively high, the cooperation between China's hotel management colleges and universities and foreign countries is very small, far from meeting the requirements of the international level. Only in 2002 did relevant colleges and universities realize sino-foreign cooperation in hotel management. After that, for a long time, most hotel management projects of sino-foreign cooperation in hotel management were focused on the specialized level. It was not until 2012 when tianjin university of commerce realized sino-foreign joint education in hotel management that this situation gradually changed. The training level of sino-foreign joint education in hotel management gradually extended to undergraduate. After decades of development, sino-foreign cooperative education has gradually formed the following teaching models: loose model, integrated model and grafting model. The teaching of hotel management major is mainly based on grafting mode, that is, on the basis of retaining the original teaching mode, Chinese and foreign cooperative colleges and universities assign teachers to open relevant courses, and students must learn the courses prescribed by both Chinese and foreign parties and complete credits, then they can get the corresponding academic certificates. "2+1" (junior college level) and "3+1" (undergraduate level) are the main educational levels of the graft mode of sino-foreign cooperatively-run hotel management.

2.2 Parameter Optimization Algorithm

Parameter optimization algorithm is mainly based on the relatively mature particle swarm optimization algorithm and genetic algorithm developed in China to achieve the optimization of hotel management education training level and system parameters, because the two algorithms have been widely used at home and abroad, its principle does not do too much description. The two algorithms search and solve the optimization problem through the combination of the parameter sample sequence and the objective function. The following objective function is mainly set to solve the optimization problem of the parameters.

First, relative error (R) is selected to evaluate the simulation effect of the model during calibration and validation. The calculation formula is as follows:

$$R = \frac{R_s - R_0}{R_0} \times 100\% \quad (1)$$

Where: R -- the relative error between the cultivation level of hotel management education and the teaching effect simulated by the system model and the practical effect; RS -- the teaching effect simulated by the model; R0 -- the actual teaching effect. If the calculated R is positive, it means that the simulated teaching effect is larger than the measured teaching effect; if it is negative, it means that the simulated teaching effect is smaller than the measured teaching effect; if the calculated R value is 0, it means that the simulated teaching effect is consistent with the measured teaching effect.

NashSuttcliffe coefficient is used to evaluate the consistency between simulated hotel management education training level and system practice effect and measured practice effect. The specific formula of NashSuttcliffe coefficient is as follows:

$$E_{ns} = 1 - \frac{\sum_{i=1}^n (Q_0 - Q_s)}{\sum_{i=1}^n (Q_0 - Q_{avg})} \quad (2)$$

Where: Ens -- NashSuttcliffe coefficient; Q0 -- measured hotel management education training level and system practice effect, QS -- simulated hotel management education training level and system practice application effect, Qavg -- average measured practice effect, N -- is the number of measured data.

3. Experiment

The first step is to consult and sort out the materials. To consult relevant materials and analyze the main training levels of hotel management under the background of sino-foreign cooperative education in China, and to conduct a detailed review and record of the admission situation of hotel management at each training level. In this experiment, 6 sample schools were selected to design two training levels for higher vocational and junior college. There were 3 samples for each training level, and the names of the 6 schools were represented by A1, A2, A3, B1, B2 and B3. With the help of the individual training level of enrollment investigation analysis of the level of cohesion.

The second step is to investigate and calculate the effect of hotel management education. Questionnaire survey and interview are adopted to understand the current education situation and actual teaching effect of hotel management major in China, record the survey data, and obtain the actual teaching effect of hotel management major education system and the overall level of students at different levels with the help of parameter optimization algorithm.

Third, the analysis of experimental data; Based on the above calculation data classification and in-depth analysis, the status quo of China's hotel management education system can be obtained.

4. Discuss

4.1 Analysis of the Status Quo of Hotel Management Education Training Level Education System

Current professional hotel management major in China involves three education levels, higher vocational and technical secondary school degree, and since 2014, also began to set up relevant professional graduate levels, so hotel management education system in our country have gradually integrated architecture, however, from the experimental data, the hotel management education system between education level and the connection between the close enough, the split phenomenon to some extent. Specific experimental data are shown in table 1. The data in the table are the results of the author's experiment.

Table 1. Enrollment of hotel management students in various colleges and universities in 2018

School Name	Education Level	Professional Name	Admission Plan	
			For High School	For Higher Vocational
A1	Specialized Subject	Hotel management		60
A2	Specialized Subject	Hotel management	20	10
A3	Specialized Subject	Hotel management	40	20
B1	Undergraduate Course	Hotel management	60	10
B2	Undergraduate Course	Hotel management	60	15
B3	Undergraduate Course	Hotel management	75	5
*Data came from the experimental collation				

From the data in table 1, it can be seen that at present, the connection between different education levels of hotel management major exists in a small range at the levels of technical secondary school and higher vocational school, and basically has no connection with the undergraduate level. At the same time, the higher vocational education level enrollment students also mainly from the ordinary high school students, technical secondary school students are enrolled in the probability is very small. Due to the fault between different levels of education in the hotel management education system, as well as the huge differences in the training objectives, training requirements and curriculum Settings of different levels of education, there is a huge difference in the level of hotel management personnel cultivated by three different levels of education. The specific data are shown in figure 1. The data in the figure is the result of the author's experiment.

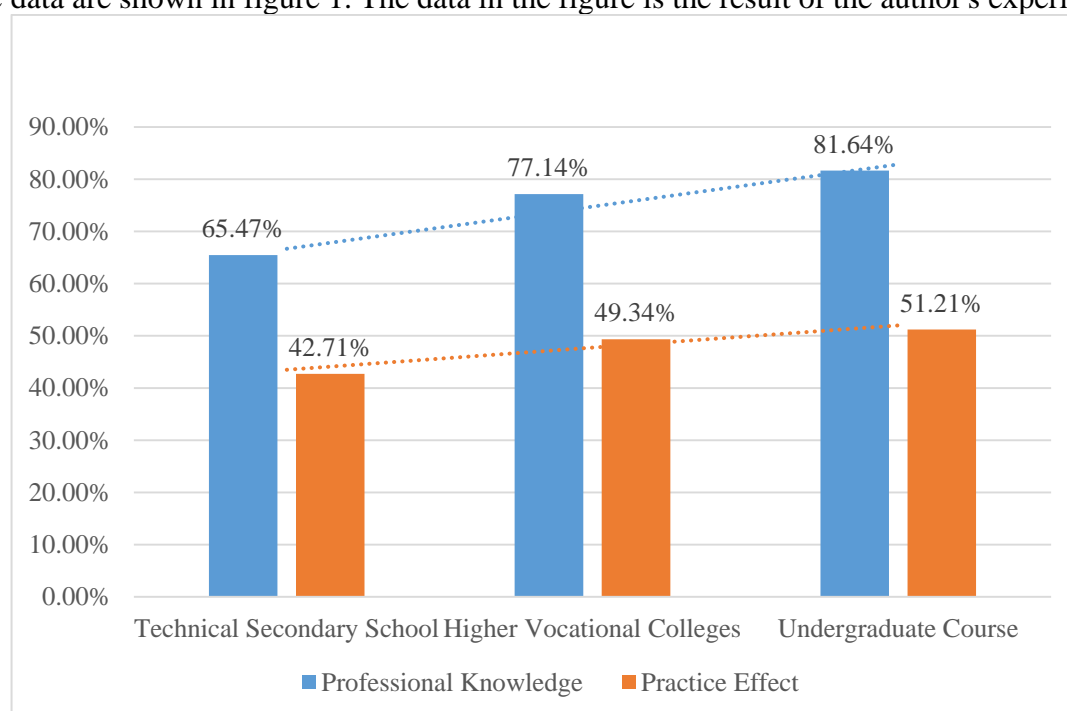


Figure 1. Comparison of data of various education and training levels

Based on the data in figure 1 and table 1, we can find that there are several problems in the current hotel management education training level education system in China. Second, the lack of three levels of education and training between the more closely connected school system. Specific performance for secondary school promotion space is smaller, higher vocational education channels less; Thirdly, the hotel management qualification certificate lacks employment competitiveness, which is directly related to the curriculum. Fourth, there is a lack of unified curriculum standards

among the three levels of education and training, and the content of the curriculum is overlapping, which cannot be effectively connected.

4.2 Strategies for the Construction of Hotel Management Education System under the Background of Sino-Foreign Cooperative Education

(1) Carry out in-depth reform of the education system of hotel management specialty, and alleviate the fault problem among various training levels

In the context of chinese-foreign education, schools at all levels in China can learn from the cultivation system of foreign cooperative schools to link up with the system and change the current way of enrollment. For example, the hotel management education system in Germany is a kind of spiraling connection, which constructs a training system covering all levels in the internal education system, so that the needs of talents at all levels can be met. According to the data in table 1, we can find that the current enrollment of hotel management in China is mainly oriented towards high schools. In this case, we need to broaden the sources of enrollment at all levels. Higher vocational schools can be oriented toward technical secondary schools, while undergraduate courses can be oriented toward higher vocational schools. Only in this way can we realize the link between different levels of cultivation and promote the rapid development of vocational education in hotel management. In addition, because the level of students at each level varies greatly, different training objectives should be formulated according to the actual situation. In terms of the training standards at all levels, the technical secondary school level should take grass-roots service and management personnel as the training objectives, while the higher vocational level corresponds to the middle level service to management personnel training objectives, which can be analogized at one time. The higher the training level, the higher the training objectives should be.

(2) Strengthen the cooperation between schools and enterprises, and establish a talent training system combining work with study

Foreign schools are far more successful in cultivating talents in hotel management than our country. The reason lies in the realization of the combination of work and study, that is, the dual training system of enterprises and schools. It can be clearly seen from figure 1 that the educational practice of hotel management major in China is not ideal, and school education is divorced from practical work. The hotel management professional knowledge learning and combining the actual development of the hotel industry, and make all levels of training talents together with corresponding hotel work practice, successfully built up long-term school and enterprise cooperation practice teaching system, efforts to make all levels of education goal and course content link closer Settings, and so on. Therefore, the school must first of all to cooperate with the enterprise in-depth investigation and understanding, the hotel to do a thorough grasp of various conditions, for students to lay a good foundation for practical work.

5. Conclusion

The sustainable development of the hotel industry depends on the cultivation of hotel management talents, and the output of hotel management talents depends on the education and training level and system of the hotel management major. Under the background of chinese-foreign cooperation in running schools, there are many problems in the education and training levels and system of hotel management in China, which are mainly reflected in the connection of various education levels within the education system. Therefore, it is necessary to build a hotel management education training level education system to meet the requirements of The Times, to train a large number of management talents for the hotel industry, only to ensure the output of high-quality hotel management talents, to achieve the further development of China's hotel industry.

Acknowledgements

Support By FUZHOU MELBOURNE POLYTECHNIC scientific research projects in 2018(Grant No: GMPB18002)

References

- [1] CAO Jun. On the Path of Higher Vocational Hotel Management Talents Education Based on Dualmentor System[J]. Journal of Changsha Aeronautical Vocational & Technical College, 2017,33(1):554-557.
- [2] Baum, Tom. Competencies for Hotel Management: Industry Expectations of Education[J]. International Journal of Contemporary Hospitality Management, 2017,2(4):332-337.
- [3] Collins, A.B. Are We Teaching What We Should Dilemmas and Problems in Tourism and Hotel Management Education[J]. Tourism Analysis, 2017,7(2):151-163.
- [4] Rao Xuemei. Personalized Educational Mode in Tourism and Hotel Management Majors of Vocational College:the Perspective of Innovative Talent Training[J]. Journal of Higher Education, 2017,17(8):191-196.
- [5] Sapienza, D.L. Development of Hotel Management Education in India[J]. Journal of Tourism Research, 2018,3(2):33-42.
- [6] Durodola, Olufemi Daniel, Ajayi, Cyril Ayodele, Oloyede, Samuel Adesiyun. Impact of Property Assets' Management Styles on Effective Service Delivery in South-Western Nigerian Hotels[J]. Journal of Sustainable Development, 2017,4(4):411-415.
- [7] Durodola, Olufemi Daniel, Oloyede, Samuel Adesiyun. Empirical Determination of Property Assets Management Styles in South-Western Nigeria Hotels[J]. Journal of Sustainable Development,2017, 4(1):46-49.
- [8] Lai, Joseph H.K, Choi, Edmond C.K. Performance measurement for teaching hotels: A hierarchical system incorporating facilities management[J]. Journal of Hospitality Leisure Sport & Tourism Education,2017, 16(22):48-58.
- [9] Chen, Ying-Chang, Chen, Yu-Ta. The Advantages of Green Management for Hotel Competitiveness in Taiwan: In the Viewpoint of Senior Hotel Managers[J]. Journal of Management & Sustainability, 2017,2(2):333-336.
- [10] Hu, Ping, Gu, Dong Xiao. Development and Implementation of WEB-Based Online Hotel Reservation System[J]. Applied Mechanics & Materials, 2017,55(14):347-350.
- [11] Jamie Murphy, Edward J. Forrest, C. Edward Wotring,Hotel management and marketing on the internet An analysis of sites and features[J]. Cornell Hotel & Restaurant Administration Quarterly, 2018, 37(3):178-184.
- [12] Catherine W. Ng, Ray Pine. Women and men in hotel management in Hong Kong: Perceptions of gender and career development issues[J]. International Journal of Hospitality Management, 2017, 22(1):85-102.
- [13] Baum, Tom. Competencies for Hotel Management: Industry Expectations of Education[J]. International Journal of Contemporary Hospitality Management, 2018,2(4):127-129.
- [14] Eyster, J. J. Hotel Management Contracts in the U.S: Twelve Areas of Concern[J]. Cornell Hotel & Restaurant Administration Quarterly, 2017,38(3):21-33.
- [15] Schlup, Robert. Hotel management agreements: Balancing the interests of owners and operators[J]. Journal of Retail & Leisure Property, 2017,3(4):331-342.